



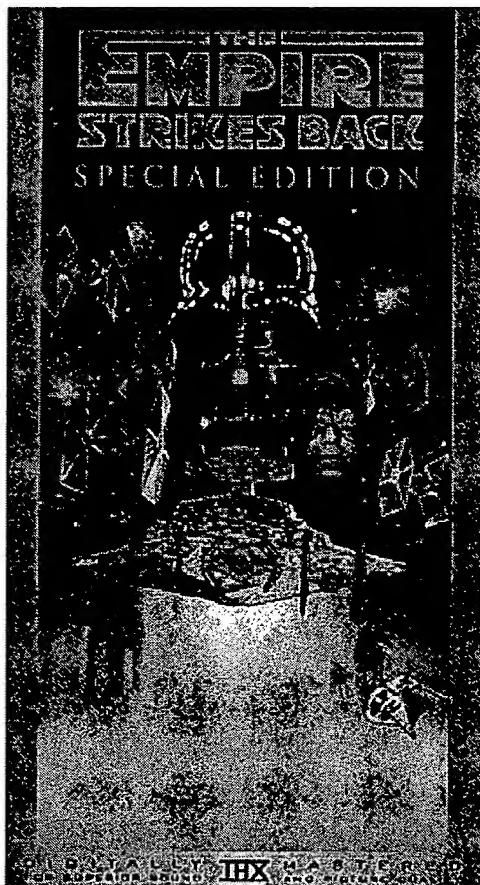
Product Requirements Document (PRD)

Shop@Anywhere Bullet - Online/Offline Integration <Code Name: Yoda>

[Release 1.0] [10/23/00]

America Online, Inc., CONFIDENTIAL

- DO NOT COPY or DISTRIBUTE *



Review Draft
 Final for Acceptance by Core Team

Document Owner

Vincent Tong, Sr. Product Manager, Shop@ Products Group, AOL
EMAIL vincentt@netscape.com, AIM vincentmkt007, TEL 650-937-4775

EXECUTIVE SUMMARY	3
PURPOSE OF PRD	3
REVISION HISTORY/CHANGE SUMMARY	3
ASSOCIATED DOCUMENTS	3
PRODUCT CONTACTS	4
PRODUCT DEVELOPMENT TEAM (* - CORE TEAM)	4
STAKEHOLDERS AND THEIR REPRESENTATIVES (* - KEY)	4
CONCEPT AND OBJECTIVES.....	5
GOAL.....	5
PROBLEM DEFINITION	5
BUSINESS OBJECTIVES	5
PRIORITIZED METRICS.....	6
HIGH LEVEL CONSTRAINTS.....	6
MARKET ANALYSIS & OPPORUNITY	7
TARGET USERS	7
COMPETITION	8
PRODUCT ECONOMICS.....	9
PRODUCT AND SERVICE.....	10
VALUE PROPOSITION.....	10
PRIORITIZED REQUIREMENTS.....	11
LONG TERM VISION.....	14
RELEASE CRITERIA.....	16
OPERATIONS	17
OPERATIONAL ISSUES AND RESOLUTIONS	17
RISK AND ISSUES	18
ISSUES.....	18
RISKS	18
DEPENDENCIES	18
RESOURCE AND SCHEDULE	19
SCHEDULE (PRELIMINARY)	19
STAFFING (PRELIMINARY).....	19
APPENDIX	20
USAGE ESTIMATE	20
TERMS AND DEFINITIONS	21
SYSTEM USERS	21
AOL SHOPPING PERSONAS	22
<SOURCE: PETER GREMETT>.....	22
MOCK-UP OF DIGITAL CITY DETAILS PAGE (NOT FINAL)	23

EXECUTIVE SUMMARY

Feel the "Brick-&-Mortar" Force...
Online retail sales will reach only a modest 7% of the total retail market within the next 4 years.
(Red Herring/Forrester Research 07/00)

Consumers will spend \$199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00). The Shop@ channels have done nothing to address this need so far. There is a huge opportunity for AOL to win the online/offline integration battle vs. the competition by having Digital City and Shop@ channels joined forces. Immediately, consumers will witness a better

comparison shopping experience with the ability to easily and conveniently find nearby retail locations of "click-&-mortar" merchant partners. In the long term, we will be able to open up new revenue opportunity by moving up the value chain (e.g. enabling large manufacturers/distributes to sponsor their "brick-&-mortar" dealers). It is an important yet simple first step to the right direction.

PURPOSE OF PRD

The purpose of this document is to define the target for the product team and extended operational team. It communicates the objectives and priorities of the product so that the product team makes the best decisions. It translates/tie business objectives so that team members can clearly understand how their work contributes.

REVISION HISTORY/CHANGE SUMMARY

Release 1.0: (10/23/00) Initial draft for review by core team.

ASSOCIATED DOCUMENTS

The following documents will also be written in conjunction with this requirement document.

Design/Testing:

- Technical specifications- Kamal A.
- Usability tests – Peter G.
- Test Plan – QA lead?

Launch:

- Marketing plan – Vincent T.

Post-mortem:

- Postmortem - Vincent T.

PRODUCT CONTACTS

Product Development Team (- Core Team)*

Name	Organization	Role	Phone	E-mail
Vincent Tong*	Shop@Products	Product Mgr	650 937 4775	Vincentt@netscape.com
Amanda Halbert*	AOL e-commerce	Business Owner	703-265-1151	ahalbert@aol.com
Randy Wagner*	Digital City	Digital City Counterpart	703-265-3342	rwagner8@aol.com
Kamal Acharya *	Shop@Products	Engineering Mgr	650 937 4383	acharya@netscape.com
Peter Gremett*	Shop@Products	UI Designer	650 937 6504	Pgremett@netscape.com
TBD*	Shop@Products	Project Mgr		
Aron Boggs	AOL e-commerce	Interface with AOL Member Support	703-265-1468	boggsaron@aol.com

Stakeholders and their Representatives (- Key)*

Name	Organization	Role	Phone	E-mail
Katherine Borsecnik*	AOL e-commerce	Executive "Good to Go" approval	703 265 3480	KatherineB/a@aol.com
Todd Goldman*	Shop@Products	Executive "Good to Go" approval	650 937 6434	tgoldman@netscape.com
Patrick Gates*	AOL e-commerce	Executive "Good to Go" approval	703 265 0037	Patrickgates/a@aol.com
Jim Ambach*	Shop@Products	Executive "Good to Go" approval	650 937 3948	ambach@netscape.com
Todd Unger*	Digital City	Executive "Good to Go" approval	703-265-0209	Digitodd@aol.com
Jim Bramson	Legal	Legal Counsel	703-265-1075	JimBramson@aol.com
Carol Madson	Shop@Netscape	Shop@Netscape representation	650-937-6268	cmadson@netscape.com
Veronica Gabriel	Shop@CompuServe	Shop@CompuServe representation	614-538-3842	vgabriel00@cs.com
Chris Iannuccilli	Interactive Marketing /Account Management	Communication with merchant partners	415-844-9134	liannuccilli@aol.com
Sean Guy	AOL Member Services	AOL Member Support	703-265-1510	seang567@aol.com
Al Patel	AOL E-commerce	Mar Comm	703-265-2793	Alkentpatel@aol.com

CONCEPT AND OBJECTIVES

Goal

IMMEDIATE GOAL

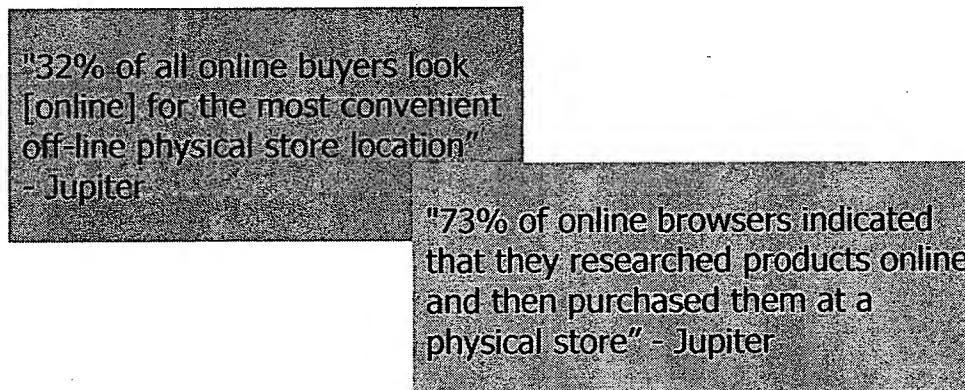
Unlock the power of Digital City, AOL's crowned jewel in the localized content play, into the Shop@ space. Create a better comparison shopping experience by enabling Shop@ users to easily and conveniently find nearby retail locations of Shop@ merchant partners.

LONG TERM VISION

Provide a true "one-stop-shop" for consumers to comparison shop. They may perform product search and merchant comparison on individual products from large and small "click-&-mortar", "brick-&-mortar" only, and "pure-play e-tailer" merchants.

Problem Definition

Consumers will spend \$199 billion online in 2005, but they will spend more than 3 times that offline as a direct result of online research (Jupiter 06/00). Consequently, consumers need the ability to find the best deals for an individual product from online merchants as well as from nearby physical store all-in-one-place. The Shop@ channels are not addressing this need at the moment.



Business Objectives

Categories	Objectives
Consumer Satisfaction	Increase retention by making comparison shopping easier and more convenient
Merchant Partner Satisfaction	Increase retention of "Click-&-Mortar" merchant partners by highlighting their "offline" assets
Strategic	Earn consumers' trust, as they release their zipcode/address to us
	Open up future revenue opportunities via this localized platform (e.g. move up the supply chain to add value to manufacturers and to mom-&-pop stores)
Traffic	Generate incremental pages views
Revenue	Drive local ad impressions via Digital City

Prioritized Metrics

How do we know if we succeed?

Type	Priority	Metrics
Consumer & Merchant Partner Satisfaction	H	Deploy Yoda to 100% of "click-&-mortar" Shop@ merchant partners in 100% of Shop@ channels, within 3 months after the initial launch
Consumer Satisfaction	H	Achieve a click-thru rate of 5% for the "Store Locator" feature, within 3 months after the initial launch
Strategic	M	15% of users will "store" their zipcode/address for repeat usage, within 3 months after the initial launch
Page Views	H	Generate incremental page views of 21M in year 1 and 32M in year 2 (see Product Economics for assumptions)
Revenue	H	Drive additional local ad impressions via Digital City valued at \$1.6M in year 1 and \$2.4M in year 2 (see Product Economics for assumptions)

High level constraints

Categories	Constraints
Budget	None identified (It's been approved as part of the <u>Shop@Anywhere Bullet</u>)
Schedule	None identified
Staffing	UI resource constraint
Merchant	None identified

MARKET ANALYSIS & OPPORUNITY

Target Users

The primary audience is the current users of Shop@ channel: (Tier 1: Shop@AOL & Shop@AOL.com. Tier 2: Shop@Netscape & Shop@CompuServe. Tier 3: Shop@Gateway.net, Shop@Spinner & Shop@Winamp) The prioritization is based on their need and desire to shop offline.

- Priority 1: "Shirley"
- Priority 2: "Steve"
- Priority 3: "Chantilly"

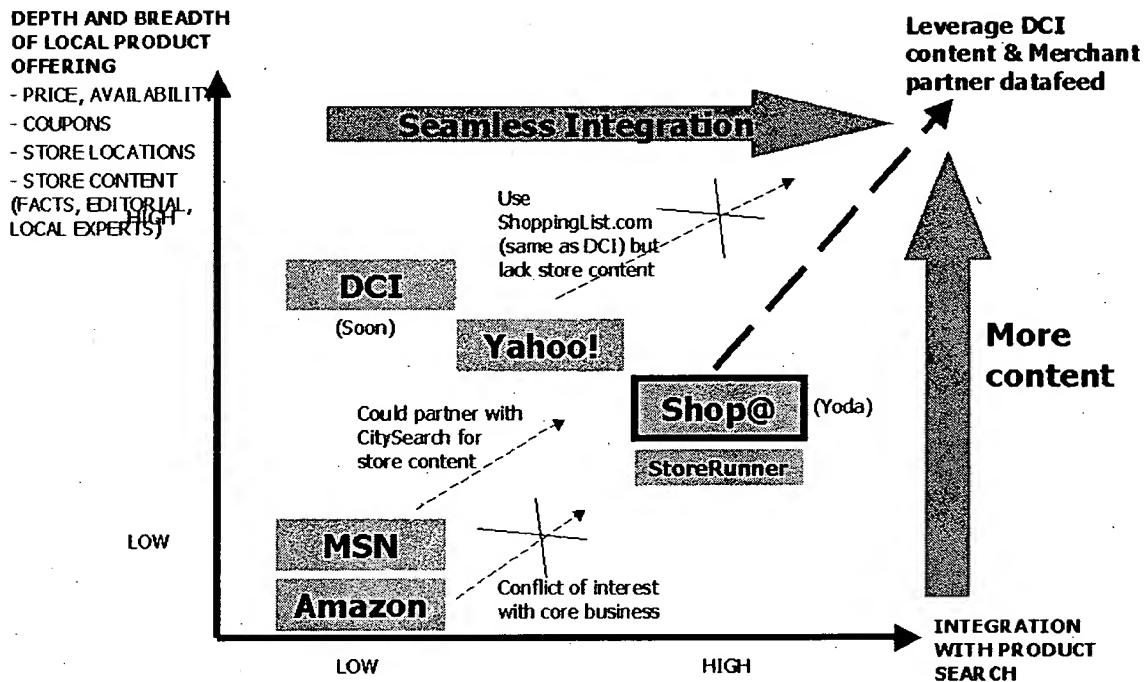
(See appendix for the AOL Shopping Personas)

The secondary audience is the potential traffic coming from Digital City via the Shop@AOL.com integration points. Digital City is the most trafficked local content network in the U.S. with over 6M unique users/month, 8% reach (Media Metrix, June 2000 Home/Work).

- Priority 1: "Clicks-and-mortar shoppers": Using this term loosely to describe people who research/shop online as a means to buying offline. Research discussed at the Kelsey Local Commerce Conference indicated that 60%-70% of online shopping results in offline purchase, approaching \$750 million in annual purchases within the next few years.
- Priority 2: "Shopping enthusiasts": people who love to shop and see shopping and "the thrill of the hunt" as entertainment. Includes both in-town and visitor segments (about 50% of unique users for any particular Digital City come from outside the market)
- Priority 3: "Bargain-seekers": price-driven shoppers and sales fanatics interested in where to get the best deal, coupons/special offers, and sales.

(Source: Todd Unger, Digital City. Prioritization by Vincent Tong)

Competition



The winner will be determined by its ability to seamlessly deliver the most comprehensive store-by-store product content and store content. With Digital City as the competitive advantage on the store content front, the Shop@ channels are well positioned to win the online/offline integration war. To gain the first mover advantage in gaining access to merchant's store-by-store product content, Shop@ will continue to explore opportunity to partner with technology enablers (e.g. strategic investment), who are helping "click-&-mortar" merchants to synchronize their retail channels <See Long Term Vision>

PRODUCT ECONOMICS

AOL monetizes this product directly via incremental page views to Digital City.
Please see appendix for more detail.

Summary	Jan-Dec 2001	Jan-Dec 2002
Incremental page views	21M	32M
Revenue	\$1.6M	\$2.4M
Est. based on \$75 CPM		

KEY ASSUMPTIONS

- Only traffic driven by the Merchant Comparison area's "Store Locator" feature via Product Pages and Shopping Assistant are considered here.
- Traffic via other integration points (e.g. A-Z Store Directory, Department pages) are too trivial
- Future revenue opportunity as we built this localized platform is not considered in this model
- Higher retention rate of "Click-&-Mortar" merchants are not considered in this model
- The growth rate of online buyers from Jupiter is applicable to that of our users

PRODUCT AND SERVICE

Value Proposition

Consumers

- Convenience! -- Make comparison shopping easier, as the local store listings of merchants are readily available with a click of the button at convenient places within the Shop@ environment (e.g. Merchant Comparison area)
- Quick access to entertaining and helpful local store content via Digital City's Details Page (e.g. map, driving direction, user review, professional review, store sales, coupons)
- Bottom Line = AOL provides us with a better comparison shopping experience for online merchants and local stores — HIGH

*In the long term, we should be able to expand the universe of Shop@ partners to include "brick-&-mortar" only stores. "I have a feeling that [AOL Shopping] is limiting my choices" "Let me know that I could buy a book at BN.com but I could also buy it from Harry's Tiny Bookstore on the corner" (Murmurs)

"Click-&-Mortar" Shop@ Merchant Partners (30% in headcount)

- Drive sales and foot traffic to local stores.
- Make the most impact in differentiating vs. pure-play e-tailers. Proximity (touch product, need ASAP, easy return, want ASAP) is the key edge of local merchants (Red Herring/Jupiter 07/00)
- Effectively build trust for my online unit. Offline presence is the #1 factor in developing online merchant trust (Jupiter 8/99)
- Multi-channel customers spend avg of 20-30% more than single channel customers (Jupiter 06/00)
- Bottom Line = AOL helps us to leverage our physical assets to attract profitable customers to shop at our online and/or offline retail channels — HIGH

Prioritized Requirements

The purpose here is to clearly communicate prioritized requirements to engineering, UI and QA so that they can make the correct trade-offs when making and implementing design decisions.

The following requirements are prioritized as follows:

- P0 = Non negotiable. It isn't a functional product without this feature.
- P1 = Critical. Product can initially exist without this feature but not for long.
- P2 = Differentiating feature that may provide significant marketing value.
- P3 = Would be nice to have.

Please also see appendix for Terms and Definitions

Summary

- Proximity Search for local stores of "click-&-mortar" merchant partners in the Shop@ environment, including Merchant Comparison and other possible areas (e.g. A-Z Store Directory)
- User may store multiple target locations (link to UMP)
- Indicators of merchant's local store return/pick-up policy for online sales

Description
DTS Surround Sound, DVD Audio CD Passable Formats, 500 Line Resolution, Single Optical Port up, 27-bit Audio DAC, Digital Coaxial, Digital Optical Audio Output.

Shipping Weight
190 pounds

Dimensions
11in. x 12in. x 45in

Merchant Comparison

Merchant	Rating	Price	Status
amazon.com	★★★★	\$8.45	Out of Stock
mobshop	★★★	\$8.45	In Stock
Surfside	★★★	\$8.47	Check Site
WYNNERS.COM	★★★★	\$8.45	On Order
State Street Direct ONLINE	★★	\$8.45	In Stock
800.com	★★	\$8.45	In Stock

Store Detail Page

- Store Name
- Address
- Phone #
- Open Hours
- User Rating
- Reviews (user / pro)
- Map & Driving Direction
- Sales/Coupon
- What's nearby...etc

(Powered by Digital City)

Product Page: Merchant Comparison

(This mock-up is created solely to illustrate the idea. It's not the final design)

Page 7

Requirements	Priority
DRIVE AWARENESS AT SHOP@ CHANNELS	
“Store Locator” indicator next to each “click-&-mortar” merchant partner. It triggers the proximity search feature	P0
Clearly identify the different types of in-store return/pick-up policy for online sales of each “click-&-mortar” merchant partner	P1
A) Store Accepts In-Store Return of Online Purchases B) Store Accepts In-Store Pick-up of Online Purchases C) Store Accepts Both In-Store Return and Pick-up of Online Purchases D) Don’t know or None	
Placement in Merchant Comparison area (includes but only limited to Product Page and Shopping Assistant) across Shop@channels	P0
Placement in Department Pages across Shop@channels	P1
Placement in A-Z Store Directory across Shop@channels	P1
Display the number of nearby stores for each “click-&-mortar” merchant within the default/predefined radius of the user’s “stored” target location	P2
TARGET LOCATION(S)	
Solicit user for address, zipcode or city, state (within Shop@ channels). Pre-fill the form on repeat visits with the last selection (cookie?).	P0
Enable the same functionality for “Find It Locally” ¹ feature under Shopping Search	P1
Enable and encourage user to “store” multiple target locations (e.g. home, work, grandma’s house). User may easily pick any one of their target locations to perform the proximity search. Requires authentication of the corresponding membership (e.g. AOL, CompuServe, Netscape). Information will be stored as an extended UMP profile for the user so that the data will be standardized and tightly controlled and other applications can share this data (should collaborate with MapQuest and UMP owner Rizwan Ali on this).	P2
Pre-fill target location form from user’s core UMP under <u>Shop@AOL</u> and Shop@ CompuServe (if any). <Subject to Privacy Issue> ²	P3
User may define the search radius (could be stored along with the target location as well)	P3
PROXIMITY SEACH (BY DIGITAL CITY)	
Search: With the target location, merchant name and search radius (default or user-defined) as parameters, search for the merchant partner’s physical stores in the Digital City directory.	P0
Presentation of Search Result: Minimally, the search result must display store name, proximity to target location and phone number. If there is no result, user will be advised to return to select another Shop@ merchant partner. If there are more than one search result, the stores will be ranked by proximity starting with the closest one.	P0
To ensure accuracy of search result (e.g. Blockbuster Fireworks Inc. should not be returned as a search result for “Blockbuster”), the “click-&-mortar” merchant partners should be mapped to their retail outlets at the Digital City directory (e.g. add a Shop@ merchant ID to all Blockbuster stores and use this ID as search	P0

¹ “Find It Locally” resides on the Shopping Search 2.0 Result Page. Currently, it collects a zipcode from the user and passes the search’s product category and the zipcode to Digital City. The result would be a list of offline merchants under the same product category and the zipcode.

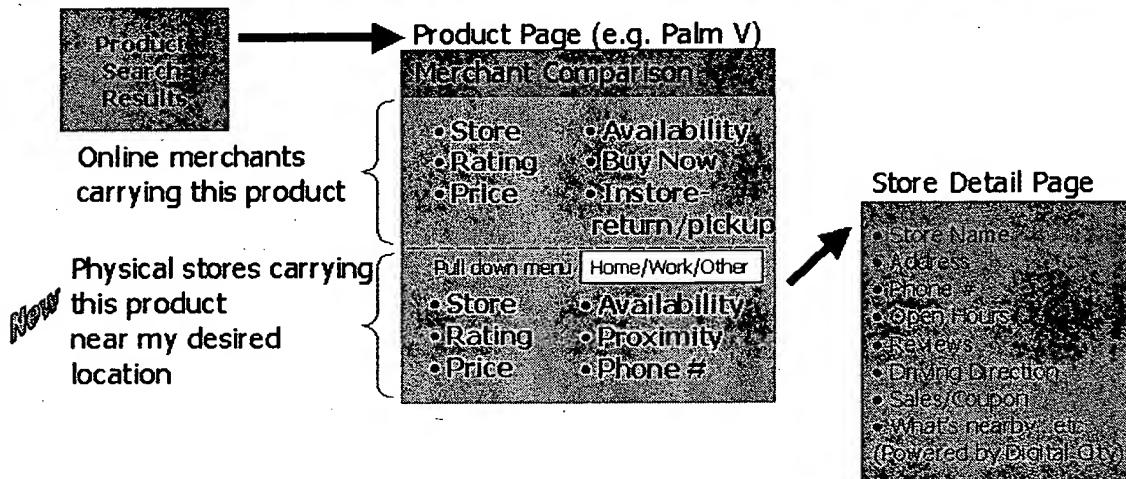
² Currently, UMP (Unified Member Profile) is at its early infancy. According to UMP’s Product Manager Rizwan Ali, it does not collect info from subscriber’s billing profile (due to privacy issue) and depends largely on My AOL.com. Moreover, information stored at core UMP (e.g. address, birthday) also need to be assigned whether it could be shared for application outside My AOL.com or not.

parameter instead of merchant name)	
Each search result contains a direct link to the store's Details Page	P0
STORE DETAILS PAGE (BY DIGITAL CITY)	
Content Availability: With an estimated launch in mid-Dec 2000, the Details Page is the heart of Digital City's enhanced shopping directory. While the exact amount of content for each location may vary depending on Digital City's content acquisition efforts. Here is the prioritized list of content item for all "click-&-mortar" merchant partners.	
- Venue description (store name, address, phone #, & editorial)	P2
- Photo	P2
- DCI Utilities ("Map") & Driving Directions (takes the target location)	P0
- Enhanced Data – hours, accepted payment, price info, return policy, parking, cross street, upcoming events	P2
- Local Expert Reviews	P2
- Fulfillment Tools (sales, coupon) via ShoppingList.com co-brand	P1
- Shop@ Integration (static link to Shop@AOL.com)	P0
- NetBusiness Biz Card tie-in	P3
Update Content: With a one week turn-around time, a Digital City Producer should be able to update the "factual" content items of individual listing upon the request of Shop@ merchant partners via their Account Managers. These items include "Enhanced Data" & "Venue description" (except for the editorial). Moreover, the producer should also be able to handle adding a new store and deleting a "closed" one in the same time frame as well. The change should propagate across the Digital City directory.	P0
Block "Unfriendly" Advertising: With a one week turn-around time, a Digital City Producer should be able to filter out advertising deemed "unfriendly" by the <u>Shop@merchant</u> partners. The change should be limited to only this co-branded Details Page.	P2
THE DIGITAL CITY & SHOP@ CO-BRAND EXPERIENCE	
Until the user returns to the Shop@ channel, his/her entire experience after igniting the "Store Locator" feature will be co-branded by Digital City and the corresponding Shop@ channel	P0
The co-branded site will be stripped of all non-shopping related content to minimize distraction of user's online shopping activity. However, user can always access the entire product offerings of Digital City by clicking on the "Digital City" logo.	P1
CUSTOMER CARE	
Self Help FAQ on this feature should be readily available within the co-branded environment	P0
Consumer feedback form should be readily available within the co-branded environment. The "categorized" feedback form is a vehicle for Shop@ Product Group to collect user comments on this feature and is NOT meant to be answered by customer service.	P1
REPORTING	
# of impressions, click-thrus and empty result of the "Store Locator" feature for each "click-&-mortar" Shop@ merchant partners, per Shop@ channel-location (e.g. Product Page's Merchant Comparison at Shop@Netscape.com)	P0
# of Page Views at Digital City & Shop@ co-branded page via the "Store Locator" feature, per Shop@ channel	P0
# of Unique Users "storing" their target location for repeat usage	P1

Long Term Vision

Summary

- Provide a true multi-channel (both online and offline) product search and merchant comparison environment on individual products from "click-&-mortar", "brick-&-mortar" only, and "pure play e-tailer" merchants



- Seamlessly integrate the latest product information (e.g. availability, pricing) of individual physical retail locations of Shop@ merchant partners into Shop@ Product Search and Merchant Comparison all-in-one-place.
- Include product information on store-by-store level from "Click-&-Mortar" merchant partners into the Datamart
- Include product information on individual "Brick-&-Mortar" Mom-&-Pop stores (sponsored by manufacturers?) into the Datamart
- Provide Product Page for "Specialty" items, currently un-available due to the lack of product content. With local store information, it might be compelling enough to have a Product Page for Guess Jeans.

Be patient....

Unfortunately, merchants are NOT ready yet. Most "Click-&-Mortar" merchants have NOT synchronized their Web and physical store retail channels. That means they lack the ability to pinpoint the availability or even the pricing of an individual product for each of their physical stores. Echoing the "Competition" section.... To gain the first mover advantage in gaining access to merchant's store-by-store product content, Shop@ will continue to explore opportunity to partner with technology enablers (e.g. strategic investment), who are helping "click-&-mortar" merchants to synchronize their retail channels.

UI Design Goals

AOL Shopping Persona	User Experience Goals to "Find nearby stores of Shop@ merchant partners"
Shirley	<ul style="list-style-type: none"> - EASY: The "Store Locator" features are conveniently located next to all "click-&-mortar" merchant partners throughout the Shop@ channel. It's so easy to find them. - SENSE OF ACCOMPLISHMENT: a.k.a. dummy-proof. The "Store Locator" feature is so easy to use. There is no way for me to make a mistake, unless I type in the wrong target location.
Steve	<ul style="list-style-type: none"> - FAST: Once I decided that I like this product, I can quickly compare prices from online store and call up nearby local stores for pricing and availability. 2 or 3 clicks.... I am done.
Chantilly	<ul style="list-style-type: none"> - FUN: There is so much interesting content on the Details Page for this store (e.g. Local Expert reviews on this store). I can't wait to tell my sister about it.

<See Appendix: AOL Shopping Persona for details on the personas>

Other Goals:

- It is highly likely that there are different product assortment at Web channel vs. Physical store channel for a merchant. If the user is coming from the Merchant Comparison page, we need to set the right expectation with the user that the local stores might or might not carry this product and the pricing might not be the same.
- Avoid distracting consumers with other DCI content. Filter out the non-shopping related content.
- User may easily return to what they were doing at the Shop@ channel (e.g. the "Store Locator" feature could open a new window for the Digital City co-brand)
- The placement of "Store Locator" will NOT cause the Product Page to violate the merchant agreement of display at least 2 merchant at merchant comparison area above the fold.

Release Criteria

HARDWARE

The following requirements are expected to run on the following hardware platforms:
<Please see appendix>

WEB

- No P0 or P1 defects
- No misspellings or alignment errors can appear in the UI
- Proximity search results will be generated correctly at least 99% of the time
- Having the "Store Locator" on Shop@ channels does not noticeably effect the download speed
- Digital City can process proximity search request and push search results within 8 seconds at peak time, 3 seconds average
- Digital City can support an additional 5 service requests per second at peak for the proximity search
- It should take a Digital City producer a one-week turnaround time at the maximum to update store content on Details Page, adding a new store or deleting a closed store
- All help documentation (FAQ) describing "Store Locator" usage is included
- The following usability criteria will be demonstrated through user tests
 - 90% of tested users do not find "Store Locator" distracting
 - 90% of tested users understand what "Store Locator" will do for them before clicking on it
 - 90% of tested users can find the local stores of a "click-&-mortar" merchant in front of their screen without additional instruction, especially with the target location tool
 - 80% of tested users indicate that the search results and Details are useful while shopping, and that they would use it again

OPERATIONS

Operational issues and Resolutions

SUPPORT CONSUMERS

Support	Tier 1: Shop@AOL & Shop@AOL.com	Tier 2: Shop@Netscape & Shop@CompuServe	Tier 3: Shop@Gateway. net, Shop@Spinner & Shop@Winamp
Email	Feedback Form (not meant to be answered by customer service)	Feedback Form (not meant to be answered by customer service)	Feedback Form (not meant to be answered by customer service)
Phone	None	None	None
On-line	Self-Help FAQ	Self-Help FAQ	Self-Help FAQ

SUPPORT MERCHANT PARTNERS

<Store Info Update>

- “Click-&-Mortar” merchant partners are expected to request updates on their local store content in the Digital City database (e.g. new phone #, new store opening, store close-down, store relocation) via their *Account Managers*
- The assigned *producer* at Digital City to handle this request is TBD.
- We must be careful in setting the right expectation with merchant partners on the editorial integrity of Digital City. Digital will ONLY change the factual content items on the Details Page.

RISK AND ISSUES

Issues

Areas	Status	Issues
Legal	Open	Privacy concern on allowing user to store zipcode/address - Mitigation: The initial check with Kent Walker (legal) was positive. Will confirm with Jim Bramson and Kent Walker once features are finalized
Merchant	Open	Do we need permission from merchant partner to deploy "Store Locator"? - Need to check with Acct Mgmt
Placement	Open	In addition to "Merchant Comparison" area (stand-alone and under Product Page), where else can "Store Locator" appear? (e.g. A-Z Store Directory, Dept Pages) - Initial feedback is possible for A-Z Store Listing, but no room for Dept Pages. Need to finalize with Kathleen May.
UMP	Closed	Can/should we deliver the "stored" user zipcode / address to UMP? - Need to check with Personalization Divlet
Space Limitation	Open	On Product Pages, we are promising that 2 merchants will be display at merchant comparison area "above the fold". Need to verify with Account Services.

Risks

Areas	Risks	Contingency (Plan B)
Merchant Partner Satisfaction	Potential negative reaction from "pure-play" e-tailer partners	Ask Account Management team for feedback

Dependencies

Areas	Dependencies	Contingency (Plan B)
Internal Tech & Content Partner	Depends on Digital City to provide the proximity search and the localized content	Set the right expectation with DCI on performance requirements, server load , their flexibility and responsiveness in updating store level content upon Shop@ merchant partner's request

RESOURCE AND SCHEDULE

Schedule (Preliminary)

Staffing (Preliminary)

<Source: Jun Huang & Steve Rubinstein>

2-month Development Cycle (Est.)

Engineering	3.5 pm*
Engineering - Digital City	1.5 pm
UI Designer	0.5 pm
QA	1 pm
Product Manager	1 pm
Ongoing CPE	0.25 person

*pm – person-month

Appendix

Usage Estimate

KEY ASSUMPTIONS					
- Revenue from Store Locator at A-Z Store List is too trivial					
- Future revenue opportunity as we built this localized platform is not considered in this model					
- Higher retention rate of Clicks-& Mortar merchants are not considered in this model					
- Est. traffic between Aug 01 - July 02 is used for Yr 1					
- The growth rate of online buyers from Jupiter is applicable to that of AOL users					
TRAFFIC ESTIMATES					
US online buyers (Jupiter 1/00)			Page Views for Product Pages		
Yr	Online Buyers	Growth Rate	Annual	Period	
2,000	39,000,000	n/a	154,856,365	Aug 00 - July 01 (AOL e-commerce Estimates)	
2,001	52,000,000	33%	180,836,713	Yr 1 (Using AOL e-commerce est for Jan-Jul '01 and using Jupiter's Growth Rate for Aug-Dec '00)	
2,002	67,000,000	29%	233,001,150	Yr 2 (Using Jupiter's Growth Rate)	
			YEAR 1	YEAR 2	SOURCE/EXPLANATION/ASSUMPTION
DIRECT REVENUE FROM STORE LOCATOR			Jan 01-Dec 01	Jan 02-Dec 02	
Merchant Comparsion Only Page PVs			180,836,713	233,001,150	Shopping Assistant is driving traffic to Merchant Comparsion Only Page in the same rate as Search to the Product Page
Page Views (Product Page & M.C. Only Page)			361,673,426	466,002,299	
Avg # Merchants at M.C.			4.0	4.5	Shop@ M.C. team
% Click-& Mortar Merchant			30%	30%	Shop@ A-Z Store List 8/8/00
% Store Nearby User			20%	20%	Wild guess. Important.
% Local Store Available at M.C.			24%	27%	(% Brick-& Mortar Merchant x % Store Nearby User) x Avg # merchants at M.C.
% User decided to pursue a merchant			30%	30%	Shop@ M.C. team
% User prefer to shop offline			75%	75%	Jupiter
% Subtotal			5.4%	6.1%	
PVs on Proximity Search Result Page (DCI)			19,530,365	28,309,640	
% Click-thru to Details Page			10%	15%	Wild guess. Need to ask DCI
PVs on Details Page (DCI)			1,953,037	4,246,446	
Total PVs			21,483,402	32,556,086	
CPM			\$75	\$75	Digital City - Shopping Category (Todd Unger)
REVENUE			\$1,611,255	\$2,441,706	
SERVER LOAD ESTIMATE					
Service Requests		For the Year	19,530,365	28,309,640	
		Peak Month (Dec) = 18%	3,515,466	5,095,735	
		Daily Avg During Peak Month	113,402	164,379	
		Peak Hour (10% of day)	11,340	16,438	
		Service Requests Per Second During Peak Hour	3.15	4.57	

Terms and Definitions

The following terms are used (and italicized) throughout the PRD, especially in the requirements section.

"Click-&-Mortar" Shop@ Merchant Partners: Shop@ merchant partners with physical retail outlets and a web store-front (e.g. BN.com)

"Brick-&-Mortar" Shop@ Merchant Partners: Merchants with physical retail outlets and no web store-front (e.g. Mom-&-Pop store)

"Pure-Play E-tailer" Shop@ Merchant Partners: Shop@ merchant partners with a web store-front but no physical retail outlets (e.g. eToys)

System Users

There are three different classes of users for the Shopping Assistant: shoppers, administrators and producers, and executives. Each class is described below. Features for shoppers will be developed first, followed by features for administrators and producers, and finally executives.

Shoppers: These are the end users of the system. They interact with the system from within the AOL and CompuServe clients. Their goal is to shop online.

Administrators and Producers: These are the users charged with the ongoing operation and maintenance of the system. These users are responsible for trouble-shooting, for adding/deleting and editing merchants and sites where Shopping Assistant services are recommended, and for performing routine maintenance. Their goal is the successful operation, maintenance and expansion of the Shopping Assistant.

Executives: Executives are interested in tracking the use and acceptability of the Shopping Assistant. Their goal is to determine how the Shopping Assistant is functioning and whether it is attaining its success criteria.

AOL Shopping Personas

<Source: Peter Gremett>

Mock-up of Digital City Details Page (not final)

The details page is the heart of Digital City's enhanced shopping directory..

digitalcity
Make It Your Town™

Washington D.C.
Tuesday, September 26, 2000

PLUS 2.9% Intro APR! CLICK HERE!

Search Our Site:

MAIN **ENTERTAINMENT** **SHOPPING & SERVICES** **PEOPLE** **BEST OF THE CITY** **VISITOR'S GUIDE** **NEWS & SPORTS** **OTHER CITIES**

Auctions **Autos** **Classifieds** **Health** **Jobs & Careers** **Maps & Directions** **Money** **Real Estate** **Services** **Shopping** **Travel & Booking** **Yellow Pages**

Local Shopping

Inside Shopping

- Find A Local Store
- Auctions
- Local Store Sales
- Discount Coupons

Home Accessories Main

Shopping & Services Main

DETAILS

HOURS

- Mon-Fri 11:00am-7:00pm
- Sat 11:00am-6:00pm
- Sun Noon-5:00pm

ACCEPTED PAYMENT

- American Express
- Cash
- MasterCard
- Visa

PRICE INFO

- Prices range from \$5 - \$1,500

RETURN POLICY

- 14 days store credit with receipt

BEST BUYS

- One of a kind art
- Tchotchkes
- Greeting Cards

BUY ONLINE

Shop AOL.com

VISIT THE WEBSITE

www.wakely.com

PARKING

- Street parking
- Between Ordway St. NW and Macomb St. NW

WHAT'S NEARBY?

- Bars & Clubs
- Restaurants
- Movie Theaters
- More Stores

DIGITAL CITY PICK

- Books
- Crafts, Collectibles & Hobbies
- Flowers & Gifts
- Home & Garden

Local Expert

Great Selection
Reviewed by [Alderman99](#), September 23, 2000

My father calls this place Needless Markup and to a certain degree he is right prices are pretty high here. My mom is forbidden to shop here a lot by Dad. My mom and I still love it though!...

Rating: 4 out of 5 stars

★ ★ ★ ★

[Click here to log in or Sign up now to become a Local Expert and write your own review of Wake Up Little Suzy.](#)

[Read more reviews for Wake Up Little Suzy.](#)

SALES **COUPONS** **DELIVERY**

Local Trading

eBay

Sponsored Links

[Shop for the latest craze at eBay!](#)

Local Trading is the way to go. eBay!

Biz Card

Company: Wake Up Little Suzy [Send to a friend](#)

Contact: Susan Lih [Print this page](#)

Address: 3409 Connecticut Avenue N.W.
Washington, DC 20008

Phone: 1-877-562-2422

Upcoming Events:

9/30 [Make your own jewelry](#)
Time: 12pm to 8pm

10/1 [Meet the artist](#)
Time: 12pm to 6pm

10/4 - 10/6 [Special Sign-up Sales](#)
Time: 12pm to 8pm

Links

[Main](#) [Entertainment](#) [Shopping & Services](#) [People](#) [Best of the City](#) [Visitor's Guide](#) [News & Sports](#) [Other Cities](#)
[Site Index](#) [Help](#) [Affiliate Program](#) [About Us](#)
Other Areas:
[Autos](#) [Real Estate](#) [Jobs & Careers](#) [Health](#) [Travel & Booking](#) [Money](#) [Services](#) [Shopping](#) [Auctions](#)
[Wedding](#) [Computers](#) [Legal](#) [Relocation](#) [Home Improvement](#) [Personal Finance](#)

Privacy Policy & Legal Notices

Copyright © 1996-2000 Digital City, Inc. All Rights Reserved.

Hardware Requirements

Unless otherwise noted, the features described in PRD are meant to run on the following hardware configuration:

Server-Side

- Operating System: Solaris 2.6 and above
- Processor: Sun E450 4 CPU
- Memory: 2 GB RAM
- Disk Space: 4 GB hard drive space

Client-Side

- Operating System: Windows: 32-bit, Win95/98/Me, Win NT/2000, Whistler
- Processor: Pentium Class PC
- Memory: 16 MB RAM
- Disk Space: 48 MB hard drive space
- Screen Resolution: Minimum resolution: 640 x 480, 256 colors
- Internet Connection: Modem, 28.8

**This Page is Inserted by IFW Indexing and Scanning
Operations and is not part of the Official Record**

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

- BLACK BORDERS**
- IMAGE CUT OFF AT TOP, BOTTOM OR SIDES**
- FADED TEXT OR DRAWING**
- BLURRED OR ILLEGIBLE TEXT OR DRAWING**
- SKEWED/SLANTED IMAGES**
- COLOR OR BLACK AND WHITE PHOTOGRAPHS**
- GRAY SCALE DOCUMENTS**
- LINES OR MARKS ON ORIGINAL DOCUMENT**
- REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY**
- OTHER:** _____

IMAGES ARE BEST AVAILABLE COPY.

As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.